WHY STERN?

1. LOCATION! LOCATION! LOCATION!
2. WORLD-RENOWNED FACULTY
3. THE WORLD'S FIRST GLOBALLY NETWORKED UNIVERSITY
4. A WELL-ROUNDED EDUCATION
5. LEARN TO LEAD
6. MAKE SOCIAL IMPACT
7. FOLLOW YOUR DREAMS
8. STERN PROFESSIONAL DEVELOPMENT
9. UNPARALLELED CAREER PROSPECTS
10. ONE COMMUNITY

THE BIG APPLE

#I AM STERN

LEARN TO LEAD: LOWER EAST SIDE, GRAMERCY, WEST VILLAGE

FOLLOW YOUR DREAMS: UNION SQ, BROADWAY, TIMES SQ.

MAKE SOCIAL IMPACT: WALL ST, SOHO, MIDTOWN, CENTRAL PARK

UNPARALLELED CAREER PROSPECTS: UNION SQ, TIMES SQ, WALL ST

LOCATION! LOCATION! LOCATION!

THE ONLY B-SCHOOL THAT DOES GLOBAL ON THIS SCALE

LEARN TO LEAD: LOWER EAST SIDE, GRAMERCY, WEST VILLAGE

FOLLOW YOUR DREAMS: UNION SQ, BROADWAY, TIMES SQ.
THE TOP 10 REASONS WHY STERN?
One of the first schools of business in the U.S., NYU Stern welcomed its first class of students in 1900 and quickly established itself as a leader and an innovator of undergraduate business education. Today, NYU Stern’s undergraduate community is vibrant, successful, and proud, and our amazing student and alumni body is as diverse and dynamic as the city we call home.

As the dean of the NYU Stern Undergraduate College and a veteran NYU Stern faculty member, I could list countless reasons to celebrate this place. To ensure that you take away our top points of pride, we have boiled them down to 10 key reasons that answer the question, “Why Stern?” I am pleased to share them with you in the pages that follow.

These 10 reasons truly make me proud to say #IAmStern. Enjoy!

Warm regards,

GEETA MENON
Dean of the Undergraduate College,
Abraham Krasnoff Professor of Global Business,
Professor of Marketing

Named a Top 20 Global Indian-Born Woman by the Economic Times
Has taught classes in all NYU Stern degree programs, including Undergraduate, MBA, PhD, and Executive Education.

Aerial view of Washington Square Park
Greenwich Village, New York City

A Message From Geeta Menon,
Dean of the Undergraduate College
NEW YORK CITY IS OUR CAMPUS
AND NYU STERN IS YOUR GATEWAY TO ALL IT HAS TO OFFER.

YOUR OPPORTUNITY IS LIMITED ONLY BY YOUR ABILITY TO FIT IT INTO FOUR YEARS!
Test your financial chops on Wall Street.

- 295+ Major Corporations headquartered in NYC
- 50+ Fortune 500 Companies
- 67,000+ NYU Stern Alumni in NYC
- 5 Boroughs
- 8.5+ Million People
- 594,000+ University Students
- 200+ Languages
- 100+ Museums
- 237 Skyscrapers
- 24,000+ Restaurants
- 9 Sports Teams
- 40 Broadway Theaters
- 422 Subway Stations

YOUR CITY

NYU Stern Undergraduate College

YOUR CAMPUS

NYU Brooklyn
2. LEARN FROM WORLD-RENOWED FACULTY

AMAL SHEHATA
Clinical Assistant Professor of Accounting
Former PwC Director
Teaches Financial Accounting
Mentored 40 students (and counting) in the Stern Program for Undergraduate Research (SPUR)
Teaches Debt Instruments & Markets

JENNIFER CARPENTER
Associate Professor of Finance
Named most popular U.S. business school professor by Businessweek
Teaches Corporate Finance & Valuation

ASWATH DAMODARAN
Professor of Finance
Named most popular U.S. business school professor by Businessweek
Teaches Corporate Finance & Valuation

JENSSEN WHELAN
Clinical Professor of Business & Society
One of the Ethisphere’s 100 Most Influential People in Business Ethics
Teaches Sustainability for Competitive Advantage

ADAM ALTER
Associate Professor of Marketing
New York Times Bestselling Author of Drunk Tank Pink and Irresistible
Teaches Introduction to Marketing

MELISSA SCHILLING
Professor of Management & Organizations
Wrote one of the most widely used innovation strategy textbooks in the world
Teaches Managing Innovation

THOMAS SARGENT
Professor of Economics & Business
Awarded the Nobel Prize in Economics
Teaches Data Boot Camp

ARUN SUNDARARAJAN
Professor of Information, Operations & Management Sciences
Frequently advises government agencies such as Congress, the White House, the FTC, and the European Parliament on digital policy
Teaches Networks, Crowds & Markets

200+ FULL-TIME FACULTY MEMBERS
#2 IN THE WORLD FOR RESEARCH PRODUCTIVITY IN TOP JOURNALS (FINANCIAL TIMES, 2014-16)
3 NOBEL LAUREATES ACTIVE ON THE FACULTY (MORE THAN ANY OTHER BUSINESS SCHOOL)
SEBASTIAN DIAZ JARMILLO '18
Bogota, Colombia

50% of NYU Stern students study abroad through NYU’s global network makes studying abroad absolutely seamless. Take NYU classes with our world-renowned faculty and earn credit toward your degree no matter where you are in the world. All you’ll need is your passport!

3. THE WORLD’S FIRST GLOBALLY NETWORKED UNIVERSITY

11 GLOBAL ACADEMIC CENTERS

NYU Florence
Concentrations: Business Economics, Marketing

“NYU Florence allowed me to explore my love of Italian language and culture. I was also able to travel to six other European countries in addition to countless cities and towns around Italy.”

NYU London & NYU Shanghai
BS in Business & Political Economy
Minors: Computer Science, Math

“In London I found calm and reflection; in China I found challenge and adventure. Each experience abroad transformed my worldview, widened my comfort zone, and proved I’m capable of more than I imagined.”

NYU Prague
Concentrations: Finance, Global Business

“I chose Prague because of my interest in Central and Eastern European history, political affairs, art, and culture. Studying at NYU Prague was an enriching experience that helped me expand my global footprint and become more adaptable, open-minded, and culturally aware.”

SEBASTIAN DIAZ JARMILLO ‘18
Bogota, Colombia

SHIVANGI KHANNA ‘17
Livingston, NJ

MATT DEMICHEIL ‘17
Hewlett, NY

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Livingston, NJ

MATT DEMICHEIL ‘17
Hewlett, NY
ISP International Studies Program

100% of NYU Stern students have an international academic experience

THE CLASS
Every NYU Stern junior undertakes this one-of-a-kind course on the principles of international economies and trade during spring semester. Each section of the course focuses on a different global center of commerce in either Asia, Europe, or South America. Students work with peers to build a business strategy, and the semester culminates in the hallmark ISP Competition, when students compete for a place of honor among the previous 70+ competition winners.

THE TRIP
Travel on your first international business trip to a city in Asia, Europe, or South America with 200 of your classmates. There you will visit your assigned company, meet with executives, and participate in a consumer field study to help you formulate your business strategy.

ITINERARY: HO CHI MINH CITY

Day 1: Flight to Ho Chi Minh City
Day 2: Interactive City Tour, Welcome Dinner, and Cultural Show
Day 3: Company Visits: BMW, Mercedes-Benz Vietnam, FPT Software, or Vinamilk
Day 4: Local Market Immersion Consumer Field Study
Day 5: Cultural Heritage Site Visit to the Cu Chi Tunnels
Day 6: Flight Home

“NO OTHER SCHOOL SENDS AN ENTIRE CLASS ABROAD AT THE SAME TIME.”

ISP Site: Santiago
Concentrations: Global Business, Marketing
Minor: Business of Entertainment, Media, & Technology

"ISP is an incredible experience unique to NYU Stern. No other school sends an entire class abroad at the same time. Through ISP I was given the opportunity to experience Chilean culture with 200 of my fellow students.”

KARL GOURGUE '17
West Orange, NJ

ISP Site: Ho Chi Minh City
Concentration: Computing & Data Science

“My time in Ho Chi Minh City was one of the most memorable experiences I’ve had at Stern. Our deliverable to Vinamilk combined elements of every class I had taken. Through the class, seeing what my peers and I were capable of was awe-inspiring.”

WYNONNA RINKACS ’17
Pittsburgh, PA

ISP Site: Barcelona
Concentrations: Global Business, Marketing

“Professor Foudy and ISP Students
Ho Chi Minh City, Vietnam

4. THE ONLY B-SCHOOL THAT DOES GLOBAL ON THIS SCALE

7100+ students have benefitted from ISP since 2000

PAST ISP CITIES
Barcelona
Berlin
Budapest
Buenos Aires
Ho Chi Minh City
Hong Kong
Lisbon
Milan
Monterrey
Rome
Santiago
Seoul
Singapore
Stockholm
Tokyo
FLEXIBLE CURRICULUM GROUNDING IN THE LIBERAL ARTS

STRONG BUSINESS FOUNDATION

SOCIAL IMPACT CURRICULUM INTERNATIONAL STUDIES PROGRAM

BS IN BUSINESS

In our flagship program, you will choose from 12 BUSINESS CONCENTRATIONS and build on your experience with 8 INTERDISCIPLINARY TRACKS. Plus use your 44 ELECTIVE CREDITS to pursue your interests across NYU.

BUSINESS CONCENTRATIONS:
- Accounting
- Actuarial Science
- Management & Organizations
- Global Business
- Economic Theory
- Information Systems
- Entrepreneurship & Innovation

STUDY AWAY REQUIREMENTS:
- sophomore Fall: NYU London
- sophomore Spring: NYU Shanghai
- Optional Third Semester Away

BS IN BUSINESS STUDENTS CAN ALSO APPLY TO ONE OF OUR DUAL DEGREE PROGRAMS:

BS IN BUSINESS & MS IN ACCOUNTING

Earn your Bachelor’s degree with NYU Stern Undergraduate College and your Master’s degree with NYU Stern Graduate School in just 4 years! NYU Stern’s Accounting program is ranked #5 in the U.S.

BS IN BUSINESS / MS IN ACCOUNTING

Gain a unique global perspective with the BPE Degree’s tailored curriculum that focuses on the intersection of BUSINESS, ECONOMICS, AND POLITICAL. The program will prepare you for a career in international business and requires two semesters of study away.

STUDY AWAY REQUIREMENTS:
- sophmore Fall: NYU London
- sophomore Spring: NYU Shanghai
- Optional Third Semester Away

BS IN BUSINESS / BFA IN FILM & TELEVISION

Earn concurrent degrees from NYU Stern and NYU Tisch in this 5-year program that will prepare you for an exciting career in the entertainment industry. You will have access to the resources of these two world-class NYU schools.

BS IN BUSINESS / BFA IN FILM & TELEVISION

Gain a unique global perspective with the BPE Degree’s tailored curriculum that focuses on the intersection of BUSINESS, ECONOMICS, AND POLITICAL. The program will prepare you for a career in international business and requires two semesters of study away.

STUDY AWAY REQUIREMENTS:
- sophomore Fall: NYU London
- sophomore Spring: NYU Shanghai
- Optional Third Semester Away

BS IN BUSINESS & POLITICAL ECONOMY

Gain a unique global perspective with the BPE Degree’s tailored curriculum that focuses on the intersection of BUSINESS, ECONOMICS, AND POLITICAL. The program will prepare you for a career in international business and requires two semesters of study away.

STUDY AWAY REQUIREMENTS:
- sophomore Fall: NYU London
- sophomore Spring: NYU Shanghai
- Optional Third Semester Away

BS in Business: Business Economics, Sustainable Business Minor: Art History

"The Social Impact Core has genuinely changed how I view the world and the role we can each play in changing the world in my areas of interest: environmental issues."

BS in Business: Economics of Global Business Course, Paulson Auditorium in Tisch Hall

"This BS/MS in Accounting program has opened the doors for me to pursue my dream of managing my personal finances alongside a strong academic foundation, to be able to make ethical, financial, technical, artistic, and professional decisions."

BS in Business / MS in Accounting Major: Analytics, Entertainment, Media, and Technology

"The MS in Analytics can prepare you for a variety of project opportunities. I have two such roles today. The business analytics and the product analytics. By having both analytical and programming skills, I am more comfortable to understanding what is happening with data and the program connects me with people with the same data-driven skills."

5. Well-Rounded Education

16

12
IN THE CLASSROOM
The Carnegie Foundation for the Advancement of Teaching named two of our Social Impact courses as models for undergraduate business education.

FOUR-COURSE SOCIAL IMPACT CURRICULUM:
- Business & Its Publics (BIP)
- Organizational Communication & Its Social Context
- Law, Business & Society
- Professional Responsibility & Leadership

IN ACTION
NYU Stern provides the resources you need to make social impact outside of the classroom.

THE SOCIAL IMPACT BUSINESS CHALLENGE: Develop a business that creates shared value and win $20,000 to further your project.

SOCIAL IMPACT STIPENDS: Apply for a social impact stipend to support your goal of making a positive impact through a volunteer or internship opportunity.

SOCIAL SOLUTIONS PROJECT LAB: Research and develop business ideas that can create triple bottom line value as a freshman.

SOCIAL IMPACT COUNCIL: Work with faculty and peers to play an instrumental role in Stern Undergraduate College's Social Impact programming.

STERN INTERNATIONAL VOLUNTEERS: Travel to a developing country for 10 days and serve the needs of a local community.

PAST BIP SPEAKERS:
- Maria Bartiromo
- Fred Krupp

The Call For Corporate Action
Samuel Khoshbin's Business & Its Publics capstone essay on how credit card companies could change cash back programs to reward socially and environmentally conscious spending was featured in NYU Stern's The Call for Corporate Action.

Social Impact Stipend Recipient 2016
BS in Business
Concentrations: Finance, Business Economics

“The social impact opportunities at Stern have shaped my college experience. After learning about the intersection of social impact and business for four years, I've come to develop a better understanding of where I see my own role in the future. I'm grateful that I've been able to develop and apply my own skills here at Stern.”

SAMUEL KHOSHBIN ’18
Dallas, TX

ANNA CHEN ’17
Monmouth, NJ

1998 NYU STERN INTRODUCED SOCIAL IMPACT TO THE CURRICULUM
$291K+ AWARDED IN SOCIAL IMPACT STIPENDS SINCE 2006
REALIZE YOUR FULL LEadership POTENTIAL. THE JOURNEY STARTS ON DAY ONE.

The COHORT LEADERSHIP PROGRAM (CLP), a required freshman seminar, will introduce you to design thinking, a powerful problem-solving tool. Working in small teams to develop innovative business solutions to real world problems, you will reflect on your leadership style and build strong connections with your peers.

LEADERSHIP OPPORTUNITIES ABOUND:

NYU Stern makes it easy to put the leadership skills you learn in the classroom into practice.

STUDENT LEADERSHIP ROLES INCLUDE:

- Cohort Leadership Program Guides
- Inter-Club Council
- International Ambassadors
- Orientation Leaders
- Stern Street Team
- Student Council
- & MORE

7. LEARN TO LEAD
NYU’S AWARD-WINNING CAREER CENTER

will take you through the entire On-Campus Recruiting process, provide career coaching, and help you hone valuable interview and resume writing skills. Plus, with NYU’s exclusive job portal, you’ll have access to thousands of top firms in NYC and around the world.

LAUNCH YOUR CAREER

With help from the Wasserman Center for Career Development.

EXPLORE POTENTIAL CAREER PATHS through Stern Talks: TED-style talks that dig into the 10 MOST POPULAR AREAS OF BUSINESS, designed to help you figure out everything from what “finance” means to what it takes to excel in the tech world.

PREPARE FOR YOUR DREAM CAREER through our PROFESSIONAL DEVELOPMENT SERIES, CASE WALK-THROUGH SERIES, and TECHNICAL TRAINING PROGRAMS all conducted by industry leaders from top firms.

CONNECT WITH INFLUENTIAL PROFESSIONALS through our ALUMNI CAREER ENGAGEMENT NETWORKING and PROFESSIONALS IN RESIDENCE, which give you the opportunity to speak-one-on-one with industry professionals who can help you get where you’re going.

98% PLACEMENT RATE WITHIN 6 MONTHS OF GRADUATION

STERN STUDENTS HAVE HELD INTERNSHIPS AND/OR JOBS AT:

ABC Television Network
Accenture
American Express
A.T. Kearney
Atlantic Records
Bancaps
Birchbox
Blackstone
CBS
Chanel
Credit Suisse
Deloitte
Deutsche Bank
Dis appointed
Dunkin’ Donuts
Equitable
Estate Curators
Ernst & Young
Facebook
Goldman Sachs
Google
Huffington Post
IBM
L’Oréal
Marc Jacobs
Museum of Modern Art
Hollen
Pfizer
Preservation
Producers
Teach for America
Twitter
UBS
Unilever
Vacation Media Networks
The White House

#1 IN EMPLOYABILITY OF GRADUATES

(NU)

$73,986 MEAN ANNUAL STARTING SALARY

(CLASS OF 2016)

6TH IN THE U.S. FOR AVERAGE STARTING INCOME OF GRADUATES

98% OF STUDENTS HOLD AN INTERNSHIP DURING JUNIOR YEAR

(CLASS OF 2017)

105,000+ NYU STErn ALUMNI IN 125+ COUNTRIES

JESSICA STONE ’17
Schaumburg, IL

CHRISTINE GAL ’18
Cocoa Beach, Fl

MATTHEW WILSON ’17
Basking Ridge, NJ

BS in Business Concentrations: Computing & Data Science, Finance

BS in Business Concentrations: Business Economics, Finance

BS in Business Concentrations: Business, Entertainment, Media, & Technology

BS in Business Concentrations: Economics, Finance

"I worked with a career counselor in Wasserman during my internship search for my junior summer. I discovered my passion for real estate and was able to learn important skills that helped me stand out to firms during my search. Wasserman made the application process and interview process much easier. I was also able to utilize our career center’s database to connect with key contacts in the field. Through the resources OSE provided, I was able to ultimately find not only a job, but my passion."
10. ONE COMMUNITY

AT NYU STERN YOU WILL FIND...

A BUSINESS SCHOOL WITH A TIGHT-KNIT COMMUNITY, THE RESOURCES
OF A BIG UNIVERSITY, AND THE OPPORTUNITIES OF A MAJOR CITY.
WIN-WIN-WIN.

A COMMUNITY OF FRIENDS
FROM DAY ONE
610 Freshmen • 10 Cohorts
1 Amazing Orientation Week • #AllTheFeels

A TRULY UNIQUE CULTURAL OPPORTUNITY
The Cohen Arts & Culture Experience (CACE) allows every freshman to experience one of
the many incredible cultural offerings unique to NYC. Choose between a Broadway show, a
Yankees game, a night at the New York Philharmonic, and more, on the house. And
remember: pics or it didn’t happen.

A PLACE TO FIND YOUR NICHE
With 400+ NYU Clubs, no matter what you’re
passionate about you can find it here. And if
we don’t have it already, you can start it.
From chess club to cheese club.

TIME-HONORED TRADITIONS
CONVOCATION
COHORT WARS
NYU STERN’S ANNUAL BLOCK PARTY
PASSPORT DAY
STERN’S GOT TALENT
THE STERN ART GALLERY
ALL-UNIVERSITY GAMES
STRAWBERRY FEST
THE INTERNATIONAL STUDIES PROGRAM
BACCALAUREATE AT MADISON SQUARE GARDEN
COMMENCEMENT AT YORK STADIUM
...AND A LOT OF VIOLET SWAG

A LIFE-LONG NETWORK
OF SUPPORT
With over 105,000+ alumni spread all over
the globe, you’ll be joining an accomplished
community of #SternAlumni.

AND COUNTLESS REASONS TO SAY...

WASHINGTON SQUARE PARK
GOULD PLAZA, TISCH HALL
8TH STREET NYU SUBWAY STOP
FIELD DAY
ORIENTATION
CLASS OF 2020 COHORTS
COHORT WARS
COMMENCEMENT AT YORK STADIUM
CLASS OF 2016 BACCALAUREATE CEREMONY
I am MOTIVATED. I am a dancer. I am a photographer.
I am a musician. I am a game designer.
I am an artist. I am an immigrant.
I am a saxophonist. I am an ally.
I am a leader. I am an explorer.
I am determined.
I am a rugby player. I am VOCALLY FIERCE! I AM BRIGHT.
I am musical. I am a figure skater. I am unstoppable.
I am a Queen. I am CREATIVE.
I am an entrepreneur. I am an entrepreneur.
I am bold. I am a life-long learner.
I am a radio DJ. I am funny.
I am a feminist. I am a woman.
I am a data scientist. I am ME.
I am a rebel. I am the biggest fan of Stern undergraduates.
I am a boss. I am New York.
I am a violinist. I am independent.
I am #fabulous. I am always learning.
I am always looking forward to challenging myself.
I am involved.
I am.MOTIVATED.
I am an athlete.
I am a runner. I am a traveler.
I am a street jazz dancer.
I am always taking a nap.
I AM adventurous. I am a finance major.
I am an amateur Youtuber.
I am a guitarist. I am a musician.
I am a foodie!
I am ambitious.